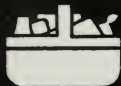


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CONSUMERS'
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COATS, WOMEN'S

CONSUMER TIPS > >

(Information from Bureau of Home Economics, USDA)

BEFORE YOU BUY

Decide which type of coat you need: for dress, sport or general wear. Decide which color will harmonize best with your wardrobe. Decide whether you want a coat for one year or several years. Choose a suitable style.

EXAMINE THESE

Labels - should give facts about fiber content, shrinkage, colorfastness, wrinkle resistance, quality of material.

Type of wool - worsteds have long even fibers, with (over)

definite, smooth, sturdy weaves; wear well, but get shiny; woolens have shorter fibers, less definite weaves, better qualities give good service without wearing shiny; poor quality wool has short uneven fibers, feels harsh, lifeless, & boardy - will not stand much wear.

Weave - should be firm, close, about same number of yarns each way; should have soft springy feel, not much give.

Lining - preshrunk, wrinkle-resistant, firm weave, slippery, rain & perspiration proof, colorfast, harmonizing color.

Workmanship - accurate cut with grain of cloth; ample seams stitched evenly, stayed with preshrunk tape; lining & coat finished separately at lower edge, bar-tacked at seams; generous pleat in center back of lining; pockets reinforced at corners, buttonholes neatly & firmly worked.

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